

Pietro Consavari

consavari.com
650 430 6341
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[Linkedin](#)

Visionary Design leader with an unwavering commitment to user-centered design, high craft, strategic rigor, and a systems-first approach. My passion translates into flawless execution, leveraging a deep understanding of design patterns, to deliver a crafted customer experience that sets a high bar on ease of use.

My career started in the creative trenches of Milan (Italy). Eventually, I founded my design firm, which I grew to an international client portfolio (Ferrari, Cibavision, Lancia, Came Group, and others). Being a Founder/Designer allowed me to embrace emerging human-centered design paradigms in a sky-is-the-limit environment, and constantly balance it with the pragmatism required in entrepreneurship.

I got my degree at the Scuola Internazionale di Grafica in Italy, where I also taught Art Direction and Graphic Design.

Work experience

Vice President, Design **Birdeye**

11.2015/Present
Palo Alto, CA

As part of the founding team, I grew Birdeye from zero to 110k+ business customers and \$120M ARR.

Provided overall experience vision for Birdeye's CX including next-generation products from the pre-concept phase, design, and development through delivery. Recruiting, mentoring, and managing a design organization of 28+ creatives responsible for all stages of the product life cycle.

Valuing impact over activity and embracing healthy disagreement rooted in trust, drove pre-concept design, design development, and production of all core products, including Online reputation management, Messaging (with team chat), Payments, Surveys, Social Media Management, Listings Management, Contacts, Automation, Reporting, and Insights.

Applied exceptionally strong aesthetic sensibilities to build and foster a culture of creativity, product excellence, and trust, improving craft quality for all design specializations

Led product-led growth (PLG) strategies to attract, engage, convert, and retain new customers defining how customers sign up, onboard, set up, upgrade, and scale with Birdeye.

With a strong strategic mindset and a systems thinking approach, I managed cross-functional design alignment and company-wide relationships with key stakeholders in engineering, product management, brand, and marketing.

Created and maintained two design systems, inclusive of Brand/PLG/Product design language, patterns, and UI components adapting to advanced design methods and tools.

Drove the global brand identity design for all of Birdeye's products and services to ensure quality, consistency, and scalability across all touchpoints developing original, breakthrough brand systems, behaviors, and creative solutions that serve a global audience.

- Managed teams of up to 90+
- Led (stopgap) Marketing (Q3 2019 to Q4 2019 and Q3 2021 to Q2 2022)
- Led (stopgap) GTM WebDev (Q2 2019 to Q4 2019 and Q3 2021 to Q1 2023)
- Led (stopgap) Product Marketing (Q1 2016 to Q4 2019 - Q1 2021 to Q2 2022)

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Product Design Lead Amazon

7.2014/11.2015
Sunnyvale, CA

In the context of Fire Os 5 launch, I led the design for Fire Tablets productivity apps through a NextGen, Alexa-centric lens.

As the sole Designer, working cross-functionally with a broad set of stakeholders, I redesigned and shipped the reimagined Email, Calendar, and Contacts applications to around 50M Amazon Fire Tablets Users.

On several occasions, I collaborated on Fire TV and Echo/Alexa UX Design, solving problems for the "10-foot experience", and speech design.

Senior Director, User Experience and Design Tribune Digital

7.2013/7.2014
Palo Alto, CA

I hired, managed, and led the design team that defined the user experience and design language across Tribune's digital ecosystem. My team created and owned the common visual and interactive aesthetic that enabled our products to come together to provide a harmonious user experience.

I led design for all mobile and desktop products, including all native apps on iOS, Android, and Windows, mobile web and third-party integrations, from conception to launch, across interaction design and visual design, including Zap2it.com(25M+ MAU), wgnamerica.com, Salem And Manhattan apps, and the brand new Newsbeat app.

Creative Director RingCentral

1.2012/7.2013
San Mateo, CA

Leading a team of 30+ designers, writers, and ops in the Product Org with a dotted line to the Marketing Org, I set the creative direction for the company working closely with the marketing organization to apply the brand strategy and insights to our digital experience (web, emails, social media, performance marketing, events, content and more) into how we expanded it to our support and sales team.

Led the rebrand that positioned Ringcentral as a leader in the Cloud Communications space.

Played a pivotal role in driving marketing, product marketing, and branding programs that led to the successful 2013 IPO (NYSE: RNG)

Founder Consavari Associati

2002/2011
Venice, Italy

Consavari Associati was a cutting-edge marketing/brand/digital experiences agency, partnering with F500 brands across industries from Consumer Goods to Financial Services, Automotive, Digital Products, and B2B.

Clients: Ferrari, Lancia Automobili, SBK Superbike Global, Novartis, Intimissimi, Cibavision

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Dailies e Cibavision FreshLook, Calzedonia, Tezenis, Hit Casinos, Came Cancelli Automatici SpA, Jolly Motor, Pinko, City of Venice, Heineken Jammin Festival, Acqua e Sapone, Gruppo Marin, GreenVision, HTC, Lino Sonego, Mulino Padano.

Design Faculty **Scuola Internazionale di Grafica**

2002/2007
Venice, Italy

Taught Graphic Design and Art Direction courses for the "Master in Grafica Pubblicitaria," Boston University abroad programs, and Connecticut College abroad programs.

Art Director **Mercurio GP // MGP**

2000/2002
Milan, Italy

Gruppo Unicredito (www.unicredit.it), Banca Intesa (www.bancaintesa.it), Credito Italiano, Banca Aletti, Corporate Lab (Unicredito Group) and EdisonGas.

Art Director **Antiga SPA**

1999/2000
Treviso, Italy

RayBan, Frezza (<http://www.frezza.com>), Frezza by Jofco (<http://www.jofco.com>), Rossetto and Armobil (<http://www.arros.it>), TreO Cucine (<http://www.treο.it>)

Junior Designer **Unlimited Jeans**

1998/1999
Treviso, Italy

Pop design, environmental design, and collection graphics for Unlimited Khaki Dept. and Unlimited Jeans.

Junior Designer **Eikon**

1997/1998
Treviso, Italy

Fort & Madox (Fashion), Grant (<http://en.grantspa.com>), Doimo (<http://www.doimo.it>), Emmanuel Schvili (kids clothing), Cacao e Papermoon (<http://www.cacao.it> - <http://www.papermoon.it>).

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Honors, lectures and awards

- Product-led Festival (2022)
Session "How good design can affect your bottom line"
- San Jose State University (2013)
Lecture "It's All about the Experience: How Design Influences People in their Behaviors and Choices"
- South Eastern Lousiana University (2008)
Lecture "How to design Brands everyone loves"
- Scuola Internazionale di Grafica, Italy (2001-2007)
Faculty, Art Direction, for the "Master in Grafica Pubblicitaria"
- Connecticut College (New London, USA) study abroad program (2003-2006)
Faculty, Graphic Design
- Boston University (Boston, USA) study abroad program (2003-2006)
Faculty, Graphic Design
- Stevie Award
Product, Silver(2017, 2018) Gold (2019, 2020)
- INC500
Fastest Growing (2020, 2021)
- Deloitte
Fastest Growing (2020)
- EWA Award (2003)
Winner, International Product Design Award (2003)

Education

- Scuola Internazionale di Grafica, Venezia
Grafica pubblicitaria e comunicazione visiva (1998)
- Istituto cavanis venezia
Diploma di maturita' scientifica